

**ENVIRONMENTAL ASSESSMENT
FOR THE CONVERSION OF A
PORTION OF GENESEE VALLEY PARK
UNDER THE LAND AND WATER CONSERVATION FUND ACT
AS A RESULT OF THE
BROOKS LANDING REVITALIZATION PROJECT**

Appendix B:
City of Rochester
Notice of Environmental Determination

June 2005

CITY OF ROCHESTER

NOTICE OF ENVIRONMENTAL DETERMINATION

Issued in accordance with Article 8 of the New York State Environmental Conservation Law and Chapter 48 of the Rochester Municipal Code.

NEGATIVE DECLARATION: The proposed action is one which will not have a significant effect on the environment.

ACTION: Classification: Type I
 Description: Adoption of Urban Renewal Plan, Land Acquisition, Funding, Right-of-Way improvements, Site Plan Approval of Subarea I, Site Plan Approvals in Subareas II and III, Special Permit, Work in the River

PROJECT: Title: Brooks Landing
 Applicant: City of Rochester, Christensen Corporation
 Description: Creation of the Brooks Landing Urban Renewal District which is intended to revitalize an important mixed-use neighborhood commercial center within Sector 4 of the City. The concept includes a new extended stay hotel and restaurant along the Genesee River/NYS Erie Canal with an adjacent new public waterfront promenade/boat landing, a new office/retail building and new mixed-use infill development.

REASON(S) FOR DETERMINATION: The project sponsors have/will mitigate all potential impacts to neighborhood character through the use of appropriate design of proposed new buildings and rehabilitated buildings. Impacts to cultural/historical resources will be adequately mitigated through the use of interpretive signage and other markings as well as sensitive design. The pedestrian environment will be improved through right-of-way enhancements, intersection crosswalk improvements, additions to the trail system and appropriate site design. An appropriately designed bulkhead minimizes impacts to the water quality, riverbank, wildlife habitat and hydraulics. Water quality in the River will be slightly improved as runoff will now be treated before it is discharged to the River. The loss of parkland is mitigated through the dedication of additional parkland and through the improved quality and function of parkland to remain. The project has been the subject of numerous public meetings to hear the neighborhood's concerns and solicit input for design. Overall, the public is supportive of the proposals as set forth in the applications and Urban Renewal Plan. This negative declaration applies to the site-specific development of Subarea I. Development proposals in Subareas II and III can utilize this negative declaration when the proposal meets the parameters identified in the EAF Part 3 and complies with the requirements and standards in the City Zoning Code and Urban Renewal Plan.

LEAD AGENCY: Arthur Ientilucci, Director of Zoning
AGENCY CONTACT PERSON: Dorraine C. Laudisi, Sr. City Planner
DATE ISSUED: April 8, 2003

This declaration and supporting information is on file and available for public inspection with the Bureau of Buildings and Zoning, Room 122-B, City Hall.

FILE REFERENCE NUMBER: SP-35-02-03

DISTRIBUTION: Mayor
 City Clerk/City Council
 Environmental Commission
 Planning Commission
 NYSDEC
 NYS Canal Corporation
 Monroe County Planning and Development
 Environmental Notice Bulletin

DETERMINATION OF SIGNIFICANCE - Type 1 and Unlisted Actions

Identify the Portions of EAF completed for this project: ☒ Part 1 ☒ Part 2 ☒ Part 3

Upon review of the information recorded on this EAF (Parts 1 and 2 and 3 if appropriate), and any other supporting information, and considering both the magnitude and importance of each impact, it is reasonably determined by the lead agency that:

- ☒ A. The project will not result in any large and important impact(s) and, therefore, is one which **will not** have a significant impact on the environment, therefore a **negative declaration will be prepared.**
- ☐ B. Although the project could have a significant effect on the environment, there will not be a significant effect for this Unlisted Action because the mitigation measures described in PART 3 have been required, therefore a **CONDITIONED negative declaration will be prepared.***
- ☐ C. The project may result in one or more large and important impacts that may have a significant impact on the environment, **therefore a positive declaration will be prepared.**

* A Conditioned Negative Declaration is only valid for Unlisted Actions

Brooks Landing Urban Renewal Plan and other related actions
Name of Action

Director of Zoning
Name of Lead Agency

Arthur Ientilucci
Name of Responsible Officer of Lead Agency

Arthur Ientilucci
Signature of Responsible Officer of Lead Agency

Director of Zoning

Title of Responsible Officer

Suzanne C. Landis
Signature of Preparer

4-8-03
Date

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IMPACT DESCRIPTION: The severing of Plymouth Avenue will cause an increase in the amount of traffic on Elmwood Avenue, Genesee Street and Brooks Avenue. The projected volume increases range from 40-60%. Traffic projections indicate that the level of service at intersections in the project area would either fail or be at level "D."

MITIGATION MEASURES INCORPORATED IN PROJECT:

1. An exclusive northbound right turn lane on Genesee Street at Brooks Avenue has been added to the project design to accommodate the additional traffic displaced from what is now Plymouth Avenue.
2. A median on the Plymouth Avenue extension to Brooks Avenue will be constructed to allow for only right turns in and out of the access drives in that area.
3. Lane reconfiguration at the affected intersections have altered the allowed turning movements to move traffic through the intersections more quickly and efficiently.
4. New signalization at the intersections of Scottsville Rd/Elmwood Ave/Genesee St, Genesee Park Blvd/Genesee St and Brooks Ave/Genesee Street will move traffic more efficiently through those intersections.
5. Striping of the intersections and specialized signaling will safely and efficiently allow pedestrians to move through the intersections.

MITIGATION MEASURES THAT COULD BE INCORPORATED:

None

SIGNIFICANCE OF IMPACT WITH MITIGATION MEASURES

Not significant

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IMPACT DESCRIPTION: Pedestrian circulation throughout the Urban Renewal District is an important consideration in terms of impacts to public safety, neighborhood character and transportation.

MITIGATION MEASURES INCORPORATED IN PROJECT:

It can be anticipated that there will be a significant amount of pedestrian traffic throughout the hotel site as people access the new waterfront promenade, restaurant and Genesee Valley Park. Pedestrian circulation in Subarea 1 must be designed to minimize pedestrian/vehicular conflicts. A clearly delineated sidewalk will be constructed on the hotel site extending from Genesee Street south to the area between the hotel and restaurant and further to the promenade.

The sidewalk along the new Plymouth Avenue extension from Genesee Street to the waterfront will be improved with pedestrian enhancements to present a desirable and attractive link between the neighborhood and the waterfront.

Improved way finding signage will assist people who are crossing Elmwood Avenue to cross via the Genesee River Trail underground connection.

MITIGATION MEASURES THAT COULD BE INCORPORATED:

The Olmsted Plan for Genesee Valley Park showed a trail in this area of Genesee Valley Park that looped back to the south to Elmwood Avenue. This looped trail could be constructed during the reconstruction of S. Plymouth Ave. If possible, the trail could connect to the dead-end streets of Genesee Street.

SIGNIFICANCE OF IMPACT WITH MITIGATION MEASURES

Not significant.

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IMPACT DESCRIPTION: A new waterfront promenade, hotel and restaurant will attract more people to this area and, presumably, more people will be walking along the River and utilizing the River trail. In addition, people may want to access this area to and from the parking lot on Elmwood Avenue and other facilities at Genesee Valley Park. The pedestrian linkage at the Elmwood Avenue/Plymouth Avenue intersection will not receive the same pedestrian enhancements that other intersections in the project area are slated to receive.

MITIGATION MEASURES INCORPORATED IN PROJECT:

The following facilities will be constructed to mitigate this impact:

A pedestrian link from the GVP ice rink site to the Genesee River trail along the south side of the Elmwood Avenue bridge.

A way finding kiosk at the point where the above mentioned pedestrian link meets the sidewalk at the entrance to the ice rink parking.

Directional signage for River trail at the point where the new pedestrian link meets the River trail.

Directional signage for River trail on the north side of Elmwood Avenue (on west side of river) where the existing sidewalk meets the existing pedestrian link to the Genesee River trail (just after the bridge).

Directional signage for River trail at the point where the above mentioned existing pedestrian link (north of Elmwood Ave.) meets the River trail.

MITIGATION MEASURES THAT COULD BE INCORPORATED:

Since it cannot be determined at this point in time what the usage will be of this intersection, Monroe County DOT will review the usage after the development is operational for some time to determine what, if any, intersection improvements are needed.

SIGNIFICANCE OF IMPACT WITH MITIGATION MEASURES

Not significant

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IMPACT DESCRIPTION: The termination of the Plymouth Avenue right-of-way at an entrance into the hotel parking lot with easy access through the hotel site to Genesee Street could cause pedestrian/vehicle conflicts.

MITIGATION MEASURES INCORPORATED IN PROJECT:

The proposed Plymouth Avenue terminus has been redesigned to allow for a cul-de-sac to provide an opportunity for drivers to exit that portion of Plymouth Ave via Elmwood Avenue. This would minimize the number of cars that will "cut through" the hotel parking lot and potentially conflict with pedestrian activity.

MITIGATION MEASURES THAT COULD BE INCORPORATED:

SIGNIFICANCE OF IMPACT WITH MITIGATION MEASURES

Not significant

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IMPACT DESCRIPTION: The soil and groundwater of five parcels within Subarea 1 are contaminated with petroleum, dissolved Volatile Organic Compound's (VOC's), and Trichloroethylene (TCE). The source of the contamination migrating in groundwater onto the City parcels and toward the River is located on these 5 privately-owned parcels that contained the former gas station & NET office (Genesee St. & 15 Brooks Ave.).

MITIGATION MEASURES INCORPORATED IN PROJECT: A Corrective Action Plan has been prepared and approved for the clean-up of the contamination. According to that Plan, the contamination resulting from the former gas station which would include petroleum and VOC's will require the removal of all impacted soil, the installation of recovery wells and the use of a low level vacuum to remove free product and elevated Dissolved Phase VOC's. A groundwater monitoring system will be implemented.

TCE-contaminated fill will be remediated by excavating, characterizing and disposing of 300-400 cubic yards. The remediation of TCE-contaminated groundwater includes removing the source of TCE contaminated fill, excavating three trenches perpendicular to groundwater flow direction, placing 2,500-3,000 lbs. of Regenesis HRC into trenches, and installation of three new overburden wells to implement the groundwater monitoring program.

SIGNIFICANCE OF IMPACT WITH MITIGATION MEASURES

Not significant

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IMPACT DESCRIPTION: The remaining two parcels in Sub area 1 are contaminated with Trichloroethylene (TCE) and Methyl-tert butyl ether (gasoline additive)

MITIGATION MEASURES INCORPORATED IN PROJECT: The Phase II investigation for these parcels is ongoing and will identify areas of contamination requiring corrective actions or remedial measures. The Corrective Action Plan will address these issues and will likely recommend a combination of the following:

- Environmental Soil Management Plan
- Engineering Controls
- Institutional Controls
- Possible Interim Remedial Measures

MITIGATION MEASURES THAT COULD BE INCORPORATED:

SIGNIFICANCE OF IMPACT WITH MITIGATION MEASURES:

Not significant

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IMPACT DESCRIPTION: Sediments in the bulk head area may be contaminated and construction of the new bulkhead will disturb the sediments thereby releasing contaminants into the Genesee River.

MITIGATION MEASURES INCORPORATED IN PROJECT:

The preliminary sampling and testing program is to follow the guidelines contained in the NYSDEC Division of Water Draft Technical and Operational Guidance Series 5.1.9, Dredge Material Assessment and In-water or Riparian Dredge Material Management Guidance, dated 2001.

Recommended testing includes evaluation of physical properties and chemical analysis for compounds of concern, and biologic testing as part of an initial bioassay. The area is assumed to present a Dredge Factor of 1. The testing methods and prescribed analysis have been explained in appropriate detail.

Appropriate disposal locations will be identified upon determination of the quality of the sediment.

A new bulkhead design minimizes the amount of dredging required to accommodate vessels. This will decrease the potential for disturbing contaminated sediments.

MITIGATION MEASURES THAT COULD BE INCORPORATED:

SIGNIFICANCE OF IMPACT WITH MITIGATION MEASURES

Not significant

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IMPACT DESCRIPTION: Construction of the bulkhead will require work in the Genesee River including dredging and filling which could cause impacts to water quality, aquatic wildlife and flood levels.

MITIGATION MEASURES INCORPORATED IN PROJECT:

The design of the proposed bulkhead consists of a pile-supported marginal wharf system. This is essentially a concrete slab extending 16' from the riverbank and supported by posts or piles located within the River. This system eliminates the need for fill into the River and minimizes the amount of dredging required to accommodate vessels.

Water Quality - This bulkhead design minimizes the amount of dredging required to accommodate vessels. This will decrease the potential for disturbing contaminated sediments.

Aquatic Habitat - The shallow-water habitat is preserved underneath the open structure that is supported by piles. Stone riprap placed underneath the concrete wharf for slope stabilization provides better fish habitat than the existing silted river bottom. The concrete slab will also provide shade and cooler water habitat than currently exists.

Flood Levels - The design causes minimal impact to existing hydraulics and flood protection characteristics of the river channel because no net increase in fill is required.

MITIGATION MEASURES THAT COULD BE INCORPORATED:

SIGNIFICANCE OF IMPACT WITH MITIGATION MEASURES

Not significant

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IMPACT DESCRIPTION: Federal jurisdiction wetlands in the area of development along the river may be impacted by the proposal.

MITIGATION MEASURES INCORPORATED IN PROJECT:

The design of the proposed bulkhead consists of a pile-support marginal wharf system. This is essentially a concrete slab extending 16' from the riverbank and supported by posts or piles located within the River. This system eliminates the need for fill into the River thereby eliminating the impacts on any potential wetland.

MITIGATION MEASURES THAT COULD BE INCORPORATED:

SIGNIFICANCE OF IMPACT WITH MITIGATION MEASURES

Not significant

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IMPACT DESCRIPTION: The storm water discharge from the project area will increase post development. Currently, storm water from the area runs into the River and the development will increase the amount and rate of runoff.

MITIGATION MEASURES INCORPORATED IN PROJECT:

A Drainage Report, dated April 3, 2003, was prepared by Costich Engineering. The report states that, as a result of the development, the existing situation where drainage from the site, including the drainage from S. Plymouth Avenue, is being discharged directly to the Genesee River from five point sources will be eliminated. Two Storm water Treatment Units (SWTU) are proposed to treat the runoff generated by the development site. The intent of these units is to treat all runoff generated from parking surface and drive areas. The SWTU is designed to remove the required amount of suspended and fine solids, floatables, oil, grease and Total Petroleum Hydrocarbons pollutants.

MITIGATION MEASURES THAT COULD BE INCORPORATED:

SIGNIFICANCE OF IMPACT WITH MITIGATION MEASURES

Not significant

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IMPACT DESCRIPTION: Noise may increase in the area from the additional people and traffic brought to the area and from the mechanical equipment of the hotel.

MITIGATION MEASURES INCORPORATED IN PROJECT:

1. Hotel Mechanicals- The 4 to 5 ton residential condensing units (air conditioning) will be placed on the south and north sides of the hotel. The noise level will be 59dBA which is less than the noise level of traffic. The transformer proposed to be located on the south side of the hotel will emit noise at 10dBA which will be negligible.

The air conditioning units will be on the ground which is 9 feet below the level of the residences and 150 feet away which further eliminates any noise impacts.

2. Traffic - To generate an increase of 3dBA from traffic, the existing traffic would have to double. There is expected to be a 40% to 60% increase in traffic on Genesee Street from the by-pass traffic caused by the severing of S.Plymouth Ave. Therefore, the ambient noise levels will experience less than a 3dBA increase which is considered imperceptible to the human ear.
3. People - The noise caused by additional people and activity occurring because of the waterfront promenade will be shielded somewhat by the restaurant and hotel structures. The change in elevation may also contribute to some noise abatement. The activities occurring in front of the hotel because of normal hotel operations will cause noise that may be slightly mitigated by the fact that the hotel is lower in elevation from the adjacent residences.

MITIGATION MEASURES THAT COULD BE INCORPORATED:

SIGNIFICANCE OF IMPACT WITH MITIGATION MEASURES

Not significant

IMPACT DESCRIPTION: The design of **Subarea 1** will impact the quality of the neighborhood character as well as the enjoyment of the area by visitors to the waterfront and Park. The design of the hotel, restaurant and promenade must be such that it minimizes potential negative impacts on the aesthetic quality of the area from the neighborhood, public realm and the River.

MITIGATION MEASURES INCORPORATED IN PROJECT:

Hotel

1. The lower floor elevation of the hotel will diminish the size of the hotel as seen from the existing neighborhood to the west.
2. The mass of the building is broken up with the use of varying roof lines and by varying the surface planes of the front facade.
3. Trees planted within the hotel parking lot will serve to soften the appearance of the hotel from the neighborhood.

MITIGATION MEASURES THAT COULD BE INCORPORATED:

Hotel

1. The stair access from the promenade level on the east facade will be arranged so that it parallels the promenade.
2. Any sections of wall on the Riverfront facade that are over 6 feet in height should be "activated" by incorporating one or more of the following design strategies:
 - Terrace the wall in increments of 48" maximum
 - Provide detailing via recessed sections and/or decorative coursing that modulate the wall along its length.
 - Incorporate landscaping areas that reinforce the design goal and creates a significant amenity for pedestrians along the promenade.
3. The color of the hotel should be more in keeping with the colors of the surrounding buildings, including the University of Rochester's older buildings.

Restaurant

1. The building height, as measured from average grade at the building foundation to the roof ridgeline, should be no less than 35% (20') nor greater than 50% (30') of the hotel height (as defined by City codes).
2. Each restaurant elevation should be fully developed and consistent with the restaurant architectural character. This is to include the elevation incorporating service access (fencing and/or screen walls should be expressive of the restaurant character) to the greatest extent possible.
3. The restaurant structure should be configured and sited in such a way that it does not obscure the view of any more than 50% of any one significant University of Rochester campus building as seen from the centerline of the Genesee Street/Brooks Avenue intersection.
4. The architecture of the building should reflect the original architectural features of 953, 954 and 943 Genesee Street.

Promenade

1. A high vertical structure such as a trellis should be constructed at the corner of Genesee Street and the proposed S. Plymouth Avenue to provide a street edge.
2. Landscaping, pavers, and benches should be an integral part of the pedestrian environment from the previously indicated intersection eastward and along the waterfront promenade.

SIGNIFICANCE OF IMPACT WITH MITIGATION MEASURES

Not Significant

IMPACT DESCRIPTION: Sub Area I is within an historically significant area of the City of Rochester.

MITIGATION MEASURES INCORPORATED IN PROJECT:

There is a history of hotels and a Tavern on this site, and therefore, the land use is not in conflict with the inherent cultural legacy.

The linear spatial footprint of the canal/railroad is preserved by keeping permanent structures (buildings) outside the limits of the former canal bed.

The waterfront promenade/docking facilities serves as the north termination, and pedestrian entry point of Genesee Valley Park. This area is being retained as public parkland. It is being designed as a welcoming gathering area and invites the public to the waterfront and into Genesee Valley Park. To the extent possible, the waterfront promenade and new site furnishings will be of similar materials and design to those used in Genesee Valley Park.

MITIGATION MEASURES THAT COULD BE INCORPORATED:

Historical homage could be made, in or around the hotel, to the multiple hotels that once existed in this area.

Potential architectural precedents for the restaurant shell and scale could be the corner commercial buildings and Genesee Street and Brooks Avenue. The restaurant building could also serve to "bridge" the aesthetic difference from the neighborhood buildings to the new hotel.

Historical homage could be made, in or around the restaurant, to the history of the Castletown Tavern (a significant building of the Settlement Era that was believed to be the first Tavern in the Genesee Region).

Recognition of this historic route in this area should be treated with respect. Therefore, in regards to the treatment of the Genesee Valley Canal/Railroad footprint, the following is suggested:

- Since the new entrance drive curb cut is within the approximate canal footprint, some form of marking in the landscaped areas flanking the drive could serve to recognize the historic boundary (they could also serve as a gateway element into the hotel property);
- Markings could also be installed across the street in Subarea II and at the south entrance drive to the hotel property to reinforce the historic canal/railroad boundary/alignment. Markings that define the canal footprint that, when integrated with similar treatments in Subarea I, could serve to recognize the historic boundary.
- If a pedestrian path is established along the canal footprint, a path connection (or connections) should be made to link the development of Subarea II to Subarea I and to the park (this would benefit the local residents as well as those using the hotel by providing a clear link).

Homage should be made to the existence of multiple boathouses and historic docking heritage of this area.

The treatment of the railing and landing to the docking facility will be designed as an entrance to the park.

SIGNIFICANCE OF IMPACT WITH MITIGATION MEASURES:

Not significant

IMPACT DESCRIPTION: The design of building rehabilitation and/or new construction in **Subarea II** will impact upon the historical development of the neighborhood as well as the neighborhood character.

MITIGATION MEASURES INCORPORATED IN PROJECT:

The proposed development projects will occur amidst existing built structures within a commercial, urban neighborhood. Proposals will be subject to the design standards of the Zoning Code thereby creating appropriate infill development which complements the scale and architecture of the surrounding structures. Future development will reverse the aesthetic decline that has occurred by providing a strong street edge, eliminating unsightly abandoned lots, improving off-street parking opportunities, and improving the pedestrian environment.

MITIGATION MEASURES THAT COULD BE INCORPORATED:

The existing two-story brick commercial building (954 Genesee Street), although not historically listed, is a good example of the typology of the urban fabric along the Genesee Street corridor, and if possible, it should be rehabilitated and integrated into any new development within this subarea. If this building is beyond repair, any building put in its location should be designed as a defining corner element that is treated so that the scale, massing, proportions, materials and details are contextual to the Genesee Street corridor. The building should also follow the established setbacks of the street wall and parking should be oriented to the back lot of the property.

The proposed development should not appear to be one single 25,000 sq. ft. building. This scale is inconsistent with the Genesee Street corridor fabric. The following are recommendations for the treatment of a single building of this magnitude:

- Initially the salvage of 954 Genesee Street should be considered
- The Genesee Street facade of any new building should be treated so that it follows the established rhythm and bay spacing of the Genesee Street corridor (primarily to the north). The development should appear as a string of separate attached buildings as opposed to one large building.
- the scale, massing, proportions, materials and details should be contextual to the Genesee Street corridor.

The proposed development of Subarea II will encroach upon the footprint of the Genesee Valley Canal (Railroad). The following is recommended for treatment:

- Markings that define the canal footprint that, when integrated with similar treatments in Subarea I, could serve to recognize the historic boundary.
- If a pedestrian path is established along the canal footprint, a path connection (or connections) should be made to link the development of Subarea II to Subarea I and to the park (this would benefit the local residents as well as those using the hotel by providing a clear link).

SIGNIFICANCE OF IMPACT WITH MITIGATION MEASURES:

Not significant

IMPACT DESCRIPTION: The design of building rehabilitation and/or new construction in **Subarea III** will impact the historical development of the neighborhood as well as the neighborhood character.

MITIGATION MEASURES INCORPORATED IN PROJECT:

The proposed development projects will occur amidst existing built structures within a commercial, urban neighborhood. Proposals will be subject to the design standards of the Zoning Code thereby creating appropriate infill development which complements the scale and architecture of the surrounding structures. Future development will reverse the aesthetic decline that has occurred by providing a strong street edge, eliminating unsightly abandoned lots, improving off-street parking opportunities, and improving the pedestrian environment.

MITIGATION MEASURES THAT COULD BE INCORPORATED:

The corner of Genesee Street and Brooks Avenue is important for historical, contemporary and iconographical reasons. The following are recommendations for treatment at this corner:

- The existing two-story brick commercial building (953 Genesee Street), although not historically listed, is a good example of the typology of the urban fabric along the Genesee Street corridor, and if possible, it should be rehabilitated and integrated into any new development within this subarea.
- Alterations to the building facade have negatively impacted its character and future renovations should serve to bring it back to its original integrity.
- This building has distinctive details that should be repaired and restored.
- 943 Genesee Street should also be treated as an asset to the urban fabric of the Genesee Street corridor.

New development in this area should not disrupt the existing fabric of commercial and residential buildings along Genesee Street. The following are recommendations for treatment of new and renovated buildings within Subarea III:

- If a building is beyond repair and requires replacement, any building put in its location should be treated so that the scale, massing, proportions, materials and details are contextual to the Genesee Street corridor. The building should also follow the established setbacks of the street wall and parking should be oriented to the back lot of the property.
- Any new infill building should be treated so that the scale, massing, proportions, materials and details are contextual to the Genesee Street corridor. The buildings should follow the established setbacks of the street wall and parking should be oriented to the back lot of the property.

SIGNIFICANCE OF IMPACT WITH MITIGATION MEASURES:

Not significant

IMPACT DESCRIPTION: A key characteristic of urban villages which was found to be lacking in the existing development pattern at Brooks/Genesee includes a strong neighborhood design character or "sense of place." The proposed urban renewal district could actually articulate an appropriate urban design theme for this area and reference additional neighborhood design criteria.

MITIGATION MEASURES INCORPORATED IN PROJECT:

The following are recommendations to help establish a continuity of appropriate and respectful treatment for the Brooks Landing District:

- The design standards outlined in the Zoning Code provide a flexible framework for developers to use in the design of new and renovated buildings and will serve to enhance the established urban fabric of the Genesee Street corridor while allowing for new, innovative, and contemporary techniques, materials and approaches to be employed.
- In important component of an Urban Village is pedestrian accessibility. Pedestrian circulation has been an integral component of the Brooks Landing development including pedestrian upgrades at impacted intersections, a delineated sidewalk through Subarea I, enhanced pedestrian features along the proposed Plymouth Ave extension to Genesee street, and improved signage and a pedestrian link at the ice rink/GVP parking lot.

MITIGATION MEASURES THAT COULD BE INCORPORATED:

Neighborhood Design Guidelines could be developed around the following Cultural Themes of Brooks Landing: The River, Transportation, Recreation.

The Olmsted Plan for Genesee Valley Park showed a trail in this area of Genesee Valley Park that looped back to the south to Elmwood Avenue. This looped trail could be constructed during the reconstruction of S. Plymouth Ave. If possible, the trail could connect to the dead-end streets of Genesee Street. This would improve pedestrian access to GVP.

SIGNIFICANCE OF IMPACT WITH MITIGATION MEASURES

Not significant

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IMPACT DESCRIPTION: Based on reported resources, there are archeological sites in or adjacent to the project area. OPRHP recommends that a Phase 1A and 1B is warranted unless substantial ground disturbance can be documented.

MITIGATION MEASURES INCORPORATED IN PROJECT:

The "Site Disturbance Plan" dated March 26, 2003, prepared by Costich Engineering, combined with a planimetric map of 1900 demonstrate substantial ground disturbance of this area.

MITIGATION MEASURES THAT COULD BE INCORPORATED:

SIGNIFICANCE OF IMPACT WITH MITIGATION MEASURES

Not significant

IMPACT DESCRIPTION: The site abuts the New York Canal System which, along with the extant remains of its predecessors, is eligible for listing on the NRHP.

MITIGATION MEASURES INCORPORATED IN PROJECT:

The linear spatial footprint of the canal/railroad is preserved by keeping permanent structures (buildings) outside the limits of the former canal bed.

MITIGATION MEASURES THAT COULD BE INCORPORATED:

Recognition of this historic route in this area should be treated with respect. Therefore, in regards to the treatment of the Genesee Valley Canal/Railroad footprint, the following is suggested:

- Since the new entrance drive curb cut is within the approximate canal footprint, some form of marking in the landscaped areas flanking the drive could serve to recognize the historic boundary (they could also serve as a gateway element into the hotel property);
- Markings could also be installed across the street in Subarea II and at the south entrance drive to the hotel property to reinforce the historic canal/railroad boundary/alignment. Markings that define the canal footprint that, when integrated with similar treatments in Subarea I, could serve to recognize the historic boundary.
- If a pedestrian path is established along the canal footprint, a path connection (or connections) should be made to link the development of Subarea II to Subarea I and to the park (this would benefit the local residents as well as those using the hotel by providing a clear link).

SIGNIFICANCE OF IMPACT WITH MITIGATION MEASURES

Not significant

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IMPACT DESCRIPTION: Rochester undertook a campaign to build a system of parks and parkways in the early twentieth century and appointed Frederick Law Olmsted to perform this task. A primary goal was to protect the area adjacent to the River from development and to safeguard its viewshed for City residents. This area of Genesee Valley Park (GVP) was shown in the original Olmsted Plan as the grand entrance to GVP. This project will remove a portion of the parkland that was shown as part of the Olmsted Plan. An area of the park (3.457 acres) will be alienated.

MITIGATION MEASURES INCORPORATED IN PROJECT:

- Approximately .5 acres will be rededicated as parkland along the waterfront.
- An additional 19.5 acres of land is being added to Turning Point Park.
- Olmsted designed a path at this end of the park to loop back to the south. The north end of the park will have a path that loops back to the south to Elmwood Avenue.

MITIGATION MEASURES THAT COULD BE INCORPORATED:

Feeder trails should be constructed off the looped trail discussed above that connect to the dead-end residential streets in the area to provide local pedestrian access to the park (it is recommended that such a path connection be

SIGNIFICANCE OF IMPACT WITH MITIGATION MEASURES

Not significant

IMPACT DESCRIPTION: Construction impacts will occur in all three subareas of the Urban Renewal Plan.

MITIGATION MEASURES INCORPORATED IN PROJECT:

- Erosion: Straw bale check dams will be constructed every 150 linear feet in areas of concentrated flow. Siltation and erosion control measures will be maintained in operable condition through all construction phases. Seeding and mulching will occur as soon as possible.
- Noise: Construction will only occur during the hours of 7:00 a.m. and 10:00 p.m. in accordance with the City's Noise Ordinance.
- Traffic: Construction vehicles will be using local streets to access the development area.
- Staging: All construction staging can occur on-site.

MITIGATION MEASURES THAT COULD BE INCORPORATED:

Site plan approval conditions will further implement site-specific impacts for construction impacts.

SIGNIFICANCE OF IMPACT WITH MITIGATION MEASURES

Not significant